

Collegiate Advertising Representatives, Inc.

310 MADISON AVENUE, NEW YORK, N. Y. 10017

(212) YU 6-3410

AGREEMENT

We hereby appoint COLLEGIATE ADVERTISING REPRESENTATIVES, INC. (hereinafter known as "COLLEGIATE") to act as the non-exclusive national sales representative of _____ (hereinafter known as "the STATION").

This Agreement is to become effective September 1, 1971 and is to continue for a period of one year through August 31, 1972.

It is understood that COLLEGIATE is in the business of soliciting and placing national advertising on college radio stations. COLLEGIATE agrees to exercise its best efforts to solicit national advertising for the STATION.

Nothing in this Agreement shall prohibit the STATION from accepting advertising of a local nature which is obtained as a result of the STATION's own efforts.

The rates that the STATION will be paid by COLLEGIATE for advertising sold by COLLEGIATE and carried on the STATION will be ~~in accordance with the STATION's latest published rate card received by COLLEGIATE less advertising agency commission of fifteen per cent (15%) and advertiser's cash discounts when applicable.~~ *15% of the station's net rate after agency commission.*

The STATION warrants that all rates furnished to COLLEGIATE will not be higher than any rates given to any national advertiser or any other national sales representative.

Compensation accruing to COLLEGIATE for the sale of advertising on the STATION will be the difference between COLLEGIATE's selling price to the national advertiser and the cost to COLLEGIATE for placement of such national advertising on the STATION.

The STATION agrees to provide COLLEGIATE with duly completed and notarized affidavits certifying proof of performance for each advertising schedule not later than the tenth day of each

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

RECEIVED

FROM

DATE

BY

FOR

TO

BY

DATE

BY

DATE

month for advertising aired during the previous month. The STATION will also provide COLLEGIATE with suitable invoices for advertising placed in order to receive payment for said advertising. Invoices under no circumstances will be acceptable in lieu of affidavits certifying proof of performance of advertising.

COLLEGIATE agrees to make payment to the STATION within twenty (20) days following the receipt of payment from the national advertiser for all monies due the STATION provided that a duly completed and notarized affidavit certifying proof of performance and a suitable invoice shall have been received from the STATION.

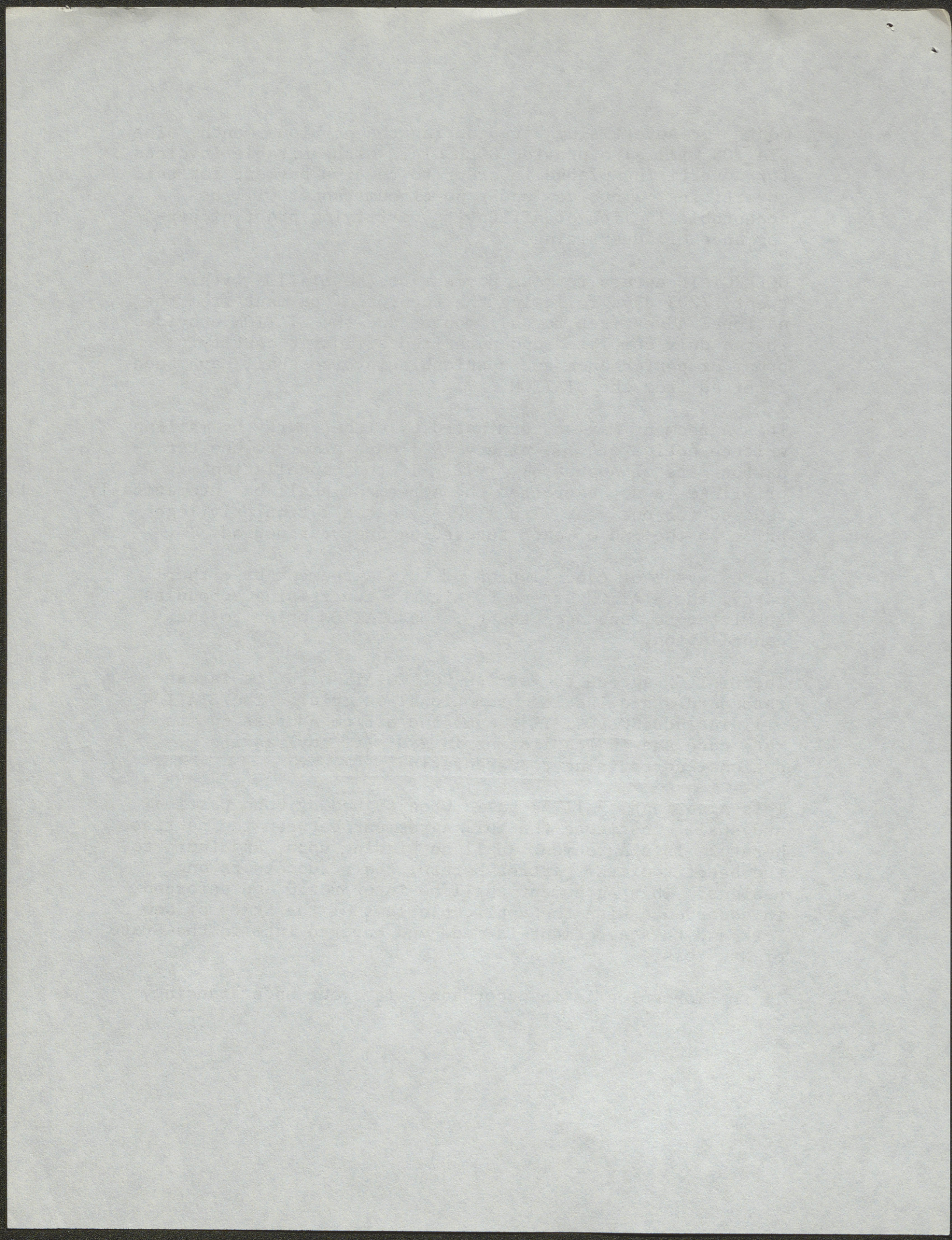
This Agreement may be terminated by either party by mailing written notice at least ninety (90) days prior to the termination date of August 31, 1972. If the cancellation privilege is not exercised the Agreement shall be automatically renewed for one year with a 90-day cancellation privilege prior to the end of each succeeding one year period.

In the event of cancellation of this Agreement by either party, the STATION agrees to air the advertising schedules submitted to, and accepted by, the STATION prior to the cancellation.

The STATION agrees to furnish COLLEGIATE with its latest rate card and all sales promotional material. The STATION will include COLLEGIATE's name and office address on its rate card and in its listing in SRDS (if any) as its national advertising representative.

This Agreement shall be valid when signed by both parties and shall constitute the full agreement between the parties hereto. This Agreement shall be binding upon, and inure to, the benefit of the parties hereto, their successors and assigns. This Agreement shall be interpreted and enforced in accordance with the applicable laws of the State of New York and this Agreement is made and entered into in the State of New York.

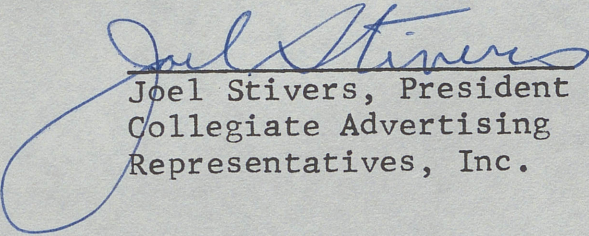
If the foregoing is in accordance with your understanding,



please indicate your acceptance by signing, as indicated below, and returning one copy for our files.

Accepted by:

By: _____
(Signature and Title)


Joel Stivers, President
Collegiate Advertising
Representatives, Inc.

(Name of STATION)

(Name of Institution)

Address

